

8 copywriting tricks used by Apple

to reach billions
to make billions



**Apple is one of the
biggest companies
in the world**

But they still need marketing,
and they've nailed copywriting.

SWIPE

**So here are 8 tricks
used by Apple to
drive billions in
revenue that you
can use too**

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1. The power of repetition

Apples repeats words to emphasize features and benefits.

Because repetition improves memorability.

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Example:



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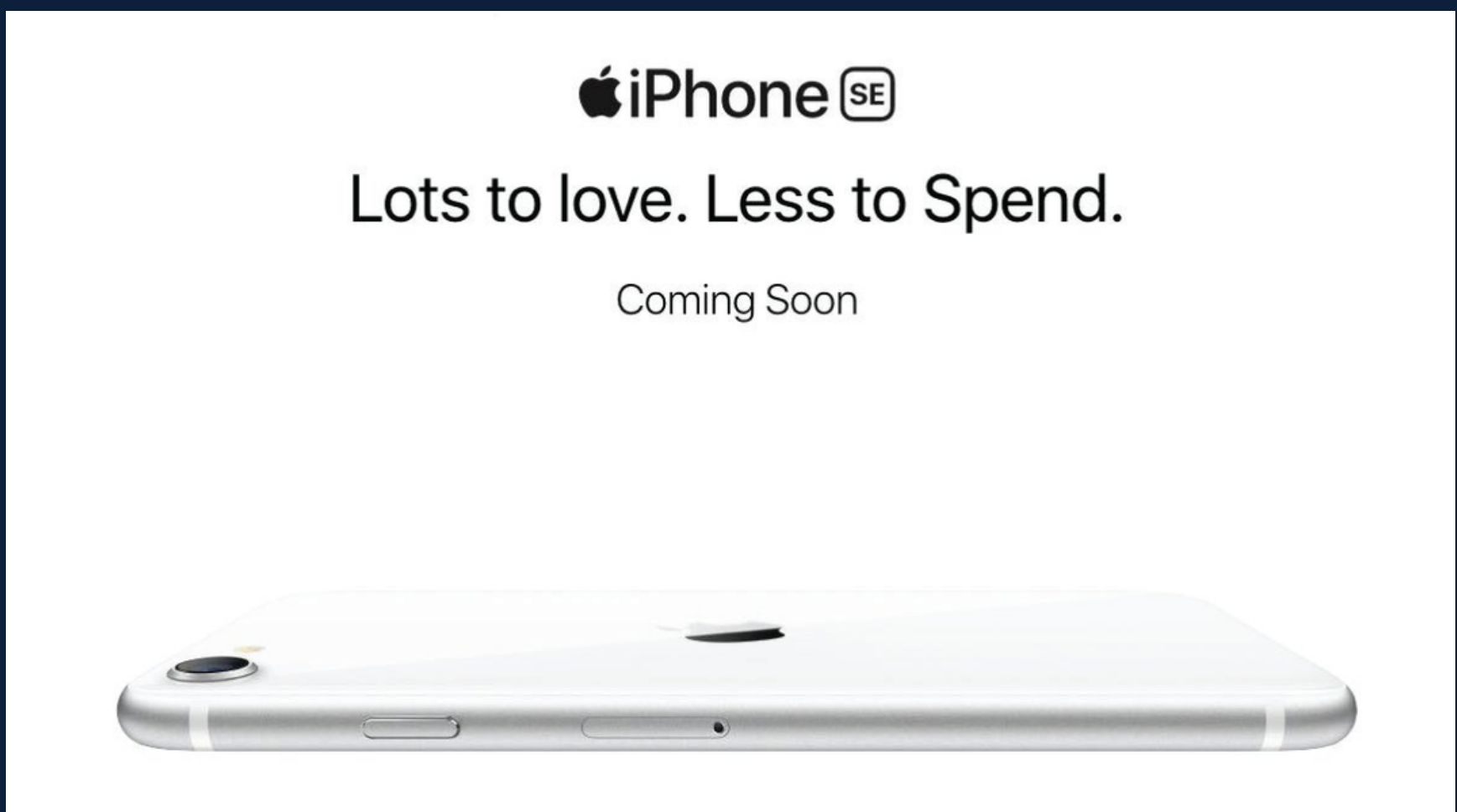
2. Use contradictions

Contradictions surprise the reader.

And they can be used to make strong statements.

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Example:



"Lots" vs. "less", Apple likes to use opposing adjectives

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3. Pop culture

Apple often uses popular quotes to create puns and highlight features or benefits.

It delights the reader and makes your message more memorable

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Example:



M1 and Big Sur.
**With great power
comes great capability.**

Everybody knows the quote from Spidermans uncle. Apple just gave it a little twist.

Continue ->

4. Combine techniques

No one said you can only use one technique at a time.

Use 2 or more if it makes sense.
But don't overcomplicate it.

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Example:



Apple combines repetition with contradictions.

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5. Don't be boring

Being just another boring ad,
headline or piece of copy sucks.

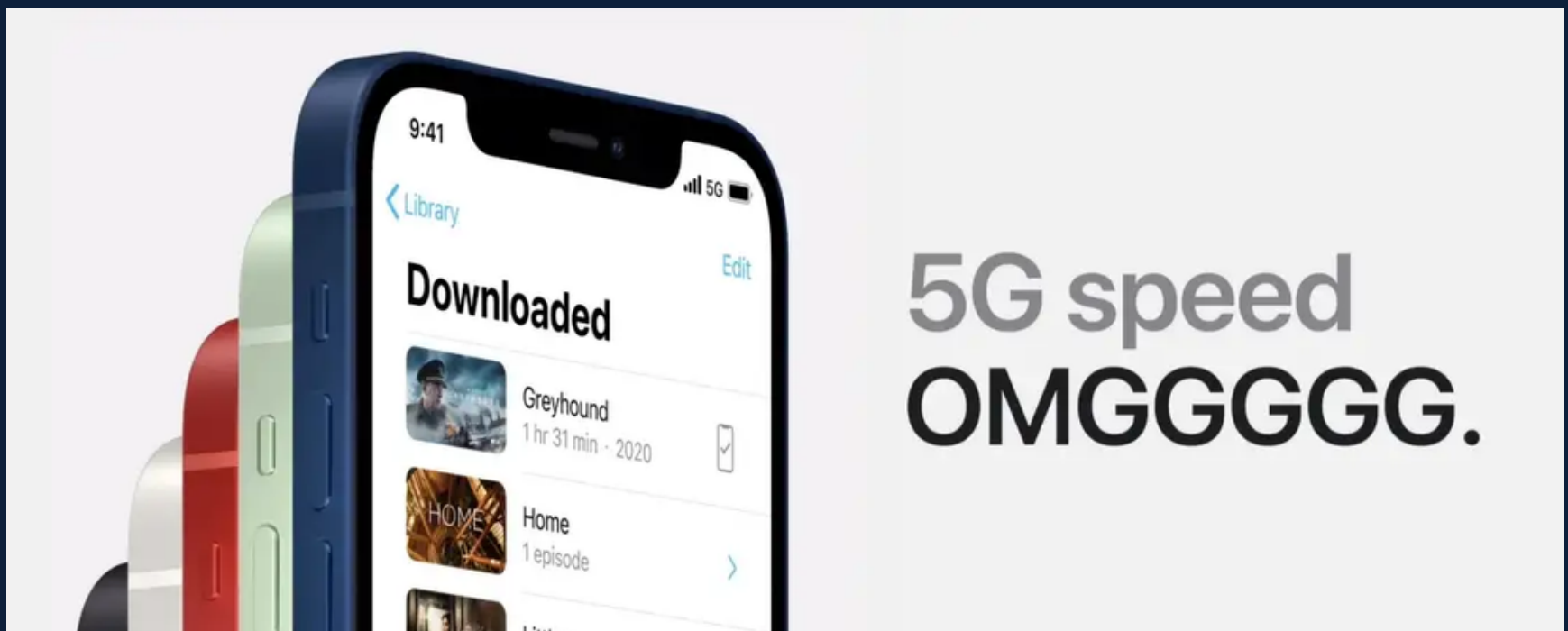
Readers are bored.

And won't remember it.

Add some fun to your copy.

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Example:



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6. Rhyme

Rhymes are pretty, easy to remember and can be used to highlight important points.

Apple knows that. You should too.

And you don't have to write an entire poem. One sentence can be enough

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Example:



iPhone 12

Blast past fast.

5G speed. A14 Bionic, the fastest chip in a smartphone. An edge-to-edge OLED display. And Night mode on every camera.

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7. Solution & Benefits

Present solutions to problems.

Highlight benefits over features.

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Example:

Battery + chip

Power through your day.

All-day battery life.¹ A13 Bionic, the fastest chip in a smartphone. Fast-charge capable with an 18W adapter (sold separately).



iPod.

1,000 Songs in your pocket.

Edit by Wulf. 2020.

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8. KISS

One of the most important copywriting rules.

Keep It Short and Simple.

Apple uses short headlines for big ideas.

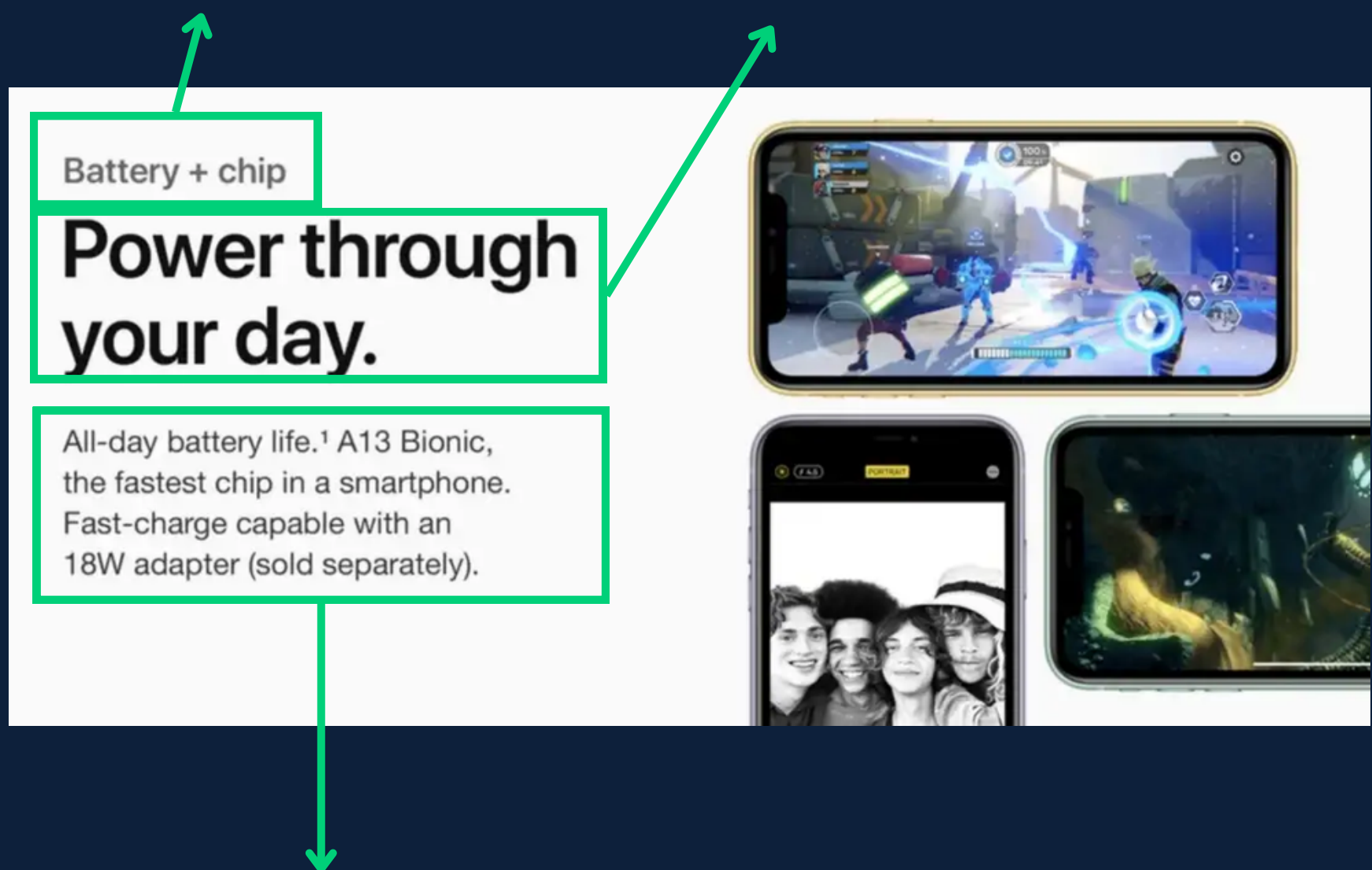
And the copy consists of short, simple sentences.

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Example:

short, clear subheader

short, powerful header



short, simple sentences

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Recap

1. Power of repetition
2. Contradictions
3. Pop culture
4. Combine techniques
5. Don't be boring
6. Rhyme
7. Solution & benefits
8. KISS

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at **copywriting** every day?

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Save it or lose it